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ABSTRACT

This guide lists the core curriculum competencies expected to be developed by students in secondary Fundamentals of Marketing courses in Missouri. It was developed through revision of the prior core curriculum by a project team with input from all the marketing instructors in the state. Competencies listed in the revised fundamentals of marketing core curriculum fall under nine headings: (1) communications in marketing; (2) economic concepts; (3) employment and advancement; (4) human relations in marketing; (5) marketing operations; (6) market planning; (7) advertising and sales promotion; (8) selling; and (9) marketing concepts. (KC)

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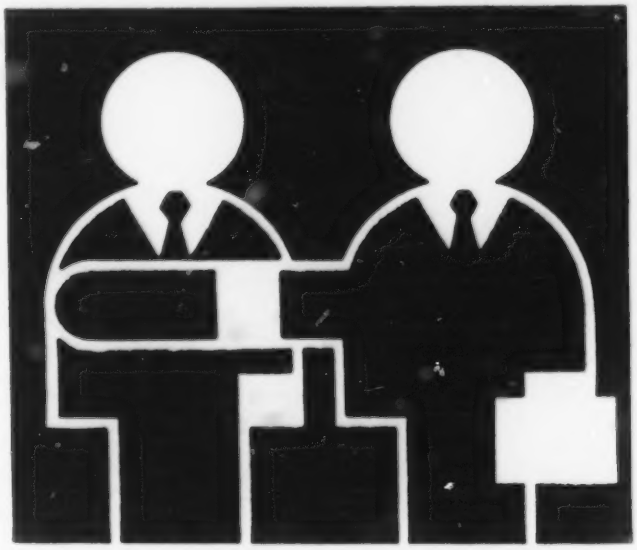
FUNDAMENTALS OF MARKETING

Missouri Marketing Education Curriculum



Competency Listing

Revised, 1990

Missouri Department of Elementary and Secondary Education
Division of Vocational and Adult Education
Marketing and Cooperative Education Section

University of Missouri-Columbia
Department of Practical Arts and Vocational-Technical Education
Marketing Education Program

CE056273

U.S. DEPARTMENT OF EDUCATION

COMPETENCY PROFILE DEVELOPMENT FOR THE MARKETING EDUCATION CURRICULUM

Project Number: 90-133-110-7

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1990 REVISIONS TO THE MISSOURI MARKETING EDUCATION CORE CURRICULUM

FUNDAMENTALS OF MARKETING

The Marketing and Cooperative Education section of the Division of Vocational and Adult Education, through a funded project with the Marketing Education program at the University of Missouri-Columbia, established a minimum core curriculum for "Fundamentals of Marketing" and "Advanced Marketing" as part of the Vocational Instructional Management System (VIMS) implementation in 1983. These were the minimum core competencies that should be utilized in all Marketing Education programs on the secondary level.

In order to ensure that the secondary programs of Marketing Education are providing up-to-date instruction in the discipline of marketing, the core competencies were revalidated by marketing instructors and business/industry representatives and appropriate revisions and/or modifications made in the core competencies of the curriculum during the 1989-90 academic year. Revisions and modifications of the core competencies were reviewed by the Missouri Marketing Education Curriculum Team.

Revalidation Process

The following activities were undertaken as part of the revalidation process:

1. Each marketing instructor completed a survey instrument utilizing a five point likert scale for each core competency. The likert scale ranged from "very critical" to "not critical" for the assessment of each core competency in the current curriculum. In addition, each marketing instructor was asked to add any additional competencies which they deemed "critical" to the curriculum. Marketing instructors were also asked to indicate the title of instructional resources that were utilized within the program.

2. Upon completion of the data gathering from the survey, the data was tabulated and presented to the Missouri Marketing Education Curriculum Team for their review. Utilizing the data provided, members of the team made revisions and/or modifications to the core competencies.

3. Following the revisions and/or modifications made by the Missouri Marketing Education Curriculum Team, the "revised" core curriculum was reviewed by a select group of business and industry representatives in marketing for their input and modification.

4. Upon completion of the review by business/industry, four focus groups were established around the state. The purpose of the focus groups were to review the "revised" core curriculum, solicit information concerning instructional resources for the purpose of cross-referencing, and to sort the competencies into topical headings under each major duty band.

5. Once the "revised" core competencies were determined, the project staff "cross-referenced" the core competencies with selected textbooks and resource materials. In addition, expected student learning outcomes were developed for major subdivisions of the core curriculum.

6. The Missouri Marketing Education Curriculum Team conducted a final review of all materials for accuracy and useability and established the "revised" core curriculum.

Revisions in the Core Curriculum

The following revisions were made in the Fundamentals of Marketing Core Curriculum:

1. The "duty band" of Economics and Marketing was divided into two "duty bands" entitled: Economic Concepts and Marketing Concepts.

2. The "duty band" of Physical Distribution was eliminated and the competencies either dropped from the current listing or realigned into other "duty bands."

3. The "duty band" of Sales Promotion was expanded and entitled: Advertising and Sales Promotion to more accurately reflect the competencies.

4. Many of the competencies within the Fundamentals of Marketing core curriculum were reworded and/or modified to provide greater depth in the teaching of the competencies and to reflect current marketing standards. In many instances, competencies were dropped from the listing, but the intent of the content of the competency was included within another competency.

5. Competency numbering schemes were maintained in order to assist those instructors utilizing computerized record keeping and to maintain cross listing of test questions, performance assessment techniques, and Instructional Management Plans provided to marketing instructors as part of the implementation of the Vocational Instructional Management System process.

FUNDAMENTALS OF MARKETING (Revised, 1990)

A. COMMUNICATIONS IN MARKETING

A004 Speak in a business like manner
A005 Use proper listening skills
A006 Use the telephone in a business like manner
A007 Use non-verbal communication to help convey feelings
A008 Read and understand written communications
A009 Complete letters, forms, reports, and memorandums
A010 Describe the importance of reading current business news media
A011 Describe the communications process

B. ECONOMIC CONCEPTS

B003 Recognize that economic goods are the products and services offered to meet consumer needs and wants
B004 Define economics as a process
B005 Identify economic activities
B006 Explain the importance of understanding economics
B007 Identify the major types of economic resources
B008 Identify examples of economic resources according to major type
B009 Explain the meaning of private free enterprise
B010 Describe the different types of business ownership
B011 Compare and contrast the characteristics and values of three major economic systems
B013 Define profit
B014 Identify elements that need to be accounted for before a profit can be made
B015 Explain why profit is an essential part of the private free enterprise system
B016 Define supply and demand
B017 Distinguish between buyer's and seller's markets
B018 Describe the influences and interactions of supply and demand
B019 Identify that the market price of a product is based on what a consumer is willing to give and what a seller is willing to take
B020 Identify the effects of competition on buyers and sellers
B021 Explain why competition is important to the successful functioning of a private free enterprise system
B031 Define Gross National Product
B032 Identify components of GNP calculations
B033 Explain why the U.S. GNP has continued to grow

C. EMPLOYMENT AND ADVANCEMENT

C001 Identify personal occupational requirements
C002 Describe entry-level marketing jobs available in most communities
C003 Identify possible advancement patterns
C004 Identify a tentative marketing occupational interest
C005 Develop a confident attitude toward participating in an employment interview
C006 Meet the standards of appearance and behavior required for the interview
C007 Complete a personal resume and letter of application
C008 Complete employment application forms for marketing employment
C009 Recognize the purposes and types of employment tests and general guidelines for taking them
C010 Complete a personal interview and follow-up

C011 Explain the importance of rules and regulations in a business
C012 Describe desirable work habits
C013 Explain gross pay and net pay
C014 Identify ways of integrating school and work experiences together

D. HUMAN RELATIONS IN MARKETING

D001 Define human relations
D002 Identify human relationships in marketing businesses
D003 Identify the importance of self-understanding in establishing effective human relationships
D004 Analyze personal interests, aptitudes, traits, abilities, and attitudes
D005 Identify personal strengths and weaknesses
D006 Describe the importance of a positive self-image
D007 Identify sources for self-understanding
D008 Develop a plan of short and long-term goals
D009 Develop professional relationships with customers, co-workers, supervisors, and managers

E. MARKETING OPERATIONS

E001 Perform addition and subtraction applications in marketing
E002 Perform multiplication and division applications in marketing
E003 Perform fraction and percentage applications in marketing
E004 Calculate correct prices of products or services and total amounts of purchases
E005 Handle various types of payment for purchases
E006 Handle returns for exchange, cash refunds, or charge credit
E007 Handle COD and layaway sales transactions
E008 Explain the importance of inventory control
E009 Explain the term perpetual inventory
E010 Explain the procedures of a physical inventory
E011 Explain the importance of pricing
E012 Define the terminology used in pricing
E013 Calculate mark-up and mark-downs
E014 Arrange currency and coin in cash drawer
E015 Maintain proper amount of cash in appropriate denominations in cash drawer
E016 Balance cash drawer against cash register reading
E017 Handle cash transactions including change making activities
E018 Use sales sheets in reporting daily sales
E019 Maintain records of cash received and bank deposits
E020 Identify importance of preventing stock shrinkage

F. MARKET PLANNING

F004 Explain the role that product/service planning activities play in a company's success in the marketplace
F005 Identify factors that influence product/service planning
F006 Identify the methods of gathering primary marketing data
F007 Apply one or more of the methods to gather primary data
F008 Explain the difference between the total market approach and the segmentation approach to product planning
F009 Cite examples of specific products/services and their target markets
F010 Identify the functions of packaging to meet the needs of specific marketing
F011 Define product line and product mix

F012 Identify the stages of the product life cycle
F013 Explain the steps in product planning

H. ADVERTISING AND SALES PROMOTION

H001 Identify the major advertising media used to promote sales
H002 Identify the basic types of displays used to promote sales
H003 Identify the special promotion activities used to promote sales
H004 Identify how sales promotion benefits the marketing business, employee, and consumer
H005 Identify the major elements of a print or broadcast advertisement
H008 Compare current promotional material sent out to consumers by a business and its competitors (ex. catalogs, manufacturers' brochures, etc.)
H009 Identify the costs of various advertising media
H010 Identify the importance of visual merchandising as it applies to a business image
H011 Select appropriate, seasonal, and timely display merchandise
H012 Identify the basic elements of display arrangement
H013 Plan location of displays
H014 Analyze print and broadcast advertisements

I. SELLING

I001 Identify how to analyze customer needs and wants
I002 Identify how to determine the buying motives of customers and then appeal to them
I003 Approach the customer, determine needs, and begin the sale
I004 Present the features and benefits of a product or service
I005 Overcome customer's objections and excuses
I006 Close the sale
I007 Follow-up to service the sale
I008 Identify sources of product or service knowledge
I009 Use information on tags, labels, stamps, wrappers, etc. to help the customer buy intelligently
I010 Convert product or service knowledge into selling points
I011 Compare goods or services favorably with competing products or services
I012 Suggest advertised product or services needed from one's own company that might satisfy customer's needs
I013 Coordinate products or services with related items in an attempt to increase the amount of the sale
I014 Suggest larger quantities, higher priced goods, and additional goods in an effort to increase the average sale
I015 Identify the various types of selling, besides retailing, that takes place in marketing

J. MARKETING CONCEPTS

J001 Define marketing
J002 Explain the importance of marketing in our economy
J003 Define marketing functions
J004 Explain the functions involved in marketing products and services
J005 Define the meaning of a market for a product
J006 Describe how a market for a product can be identified
J007 Identify demographic characteristics that would compose market segments for particular products

J008 Define channel of distribution
J009 Describe two basic types of distribution
J010 Describe the function performed by channel intermediaries
J011 Identify factors that influence the length/width of a channel
J012 Explain the marketing concept
J013 Define marketing mix